## ORDER

Orders

Order / Rev:

107057

Alt Order #:

06856863

Product Desc:

Horsford/DCCC

Estimate:

1876

Flight Dates:

09/26/12 - 10/02/12

Original Date / Rev:

09/25/12 / 10/01/12

Order Type:

**GENERAL** 



Primary AE:

Amy McCreary

Sales Office:

**BLPHI** 

Sales Region:

National

Agency

Name:

GMMB, Inc./ Washington D.C.

**Buying Contact:** 

Billing Contact:

Billing Type: Billing Calendar: Cash

Billing Cycle:

Broadcast EOM/EOC

Agency Commission:

15%

Advertiser

Name:

Priority:

DCCC/ Horsford

Washington Harbor Washington, DC 20007

Demographic:

A35+

**Product Codes:** 

PLC02

SELECT PRIORITY CODE

New Business Thru:

Order Separation:

00:05:00

Advertiser External ID: Agency External ID:

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

## Bill Plan

Start Date End Date		# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	7	\$5,500.00	\$4,675.00
10/01/12	10/02/12	8	\$4,750.00	\$4,037.50

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	7	\$5,500.00	\$4,675.00	0.00
October 2012	8	\$4,750.00	\$4,037.50	0.00
Totals	15	\$10,250.00	\$8,712.50	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	25%	\$10,250.00
Market	100%	\$41,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	29%	\$11,890.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$10,250.00
KTUD	1%	\$410.00
KVVU	15%	\$6,150.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$2,050.00

	L.n	Ch	Start	End	Inventory Code	Break	Start/End Time	e Days	Len Spe	ots	Rate Pri	Rtg Type	Spots	Amount
•	E 1	KSNV	09/26/12	10/02/12	M-F 5-6a WakeUp w/	WaQM	5-6a	MTWTF	:30	1	\$300.002	0.00 NM	1	\$300.00
					M-F 5-6a WakeUp w	/Wagners								
		WAKE L	JP WITH T	THE WAGI	NERS .									
		Star	rt Date <u>I</u>	End Date	<u>Weekdays</u> <u>Sp</u>	ots/Week	<u>Rate</u> R	ating				ı		

 Order / Rev:
 107057
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 DCCC/ Horsford

KSNV

Alt Order #: 06856863 Product Desc: Horsford/DCCC

Flight Dates: 09/26/12 - 10/02/12 Estimate: 1876

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/26/12	10/02/12	M-F 5-6a WakeUp	•	5-6a	MTWTF	:30	1	\$300.002	0.00 NM	1	\$300.00
	WAKE I	JP WITH	THE WAG	M-F 5-6a WakeU¦ NERS	o w/vvagners								
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	/eek: 09/.		10/02/12	MTWTF	1	\$300.00 6-7a	0.00 WTF	:30	2	\$650,001	0,00 NM	2	\$1,300.00
E 4	KONV	08/20/12	2 09/20/12	M-F 6-7a WakeUp M-F 6-7a WakeUp	_	U-ra	A4.11.	.50	2	ψ050,001	0,00 14141	2	Ψ1,500.00
			THE WAG		O1-AN1-	D-4-	Datina						
V	<u>Sta</u> /eek: 09/	<u>rt Date</u> 24/12	End Date 09/30/12	<u>Weekdays</u> wTF	Spots/Week 2	<u>Rate</u> \$650.00	Rating 0.00						
				Today Show	CM	658a-9am	М	:30	1	\$900.001	0.00 NM	1	\$900.00
	TODAY	CHOM		Today Show							0		
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	/eek: 10/		10/07/12	M	1	\$900.00	0.00						
E 4	KSNV	10/01/12	2 10/01/12	M-F Today Show M-F Today Show		9-10a	M	:30	1	\$425.001	0.00 NM	1	\$425.00
	TODAY	SHOW I	l	INFI TOday Offow	"								
		rt Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
	Veek: 10/		10/07/12 2 10/01/12	Noon News	CM	\$425.00 12-1230pm	0.00 M-WTF	:30	1	\$425.001	0.00 NM	1	\$425.00
				Noon News	<b>5</b>	in indeptit			•	Ţ			*
		3 AT NO0 rt Date	DN End Date	Weekdays	Spots/Week	Rate	Rating						
٧	<u>اعد</u> /veek: 09		10/02/12	M-WTF	Spois/Week	\$425.00	0.00						
E 6	KSNV	09/26/1	2 10/01/12	The Agenda 1230	•	1230-1p	M-WTF	:30	1	\$325.001	0.00 NM	1	\$325.00
	NEWS	4: THE A	GENDA	The Agenda 1230	)pm								
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					1	
	Veek: 09/		10/02/12	M-WTF	1	\$325.00	0.00			<b>#450.004</b>	0.00.111		<b>4.50.00</b>
E 7	KSNV	09/26/1	2 10/01/12	Dr. Phil Dr Phil	СМ	3-4p	M∽WTF⊶⊷	:30	1	\$450.001	0.00 NM	1	\$450,00
	DR. PH	1L											
- V	<u>Sta</u> Veek: 09	rt Date	<u>End Date</u> 10/02/12	<u>Weekdays</u> M-WTF	Spots/Week	<u>Rate</u> \$450.00	Rating 0.00						
E 8				NEWS 3 at 4 (1 I	HOUR)CM	4-5pm	. M	:30	1	\$725.001	0.00 NM	1	\$725.00
				4PM NEWS (1 ho		(4:00 PM-5:0	0 PM)						
		4 AT 430 irt <u>Date</u>	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
V	Veek: 10		10/07/12	M	1	\$725.00	0.00			· · · · · · · · · · · · · · · · · · ·			
E 9	KSNV	09/26/1	2 09/28/12	M-F Early News	CM	5-630p	WTF	;30	1	\$1,000.001	0.00 NM	1	\$1,000.00
	EARLY	NEWS		M-F Early News									
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Veek: 09		09/30/12	WTF M-F Jeopardy	1 CM	\$1,000.00 630-7pm	0.00	:30	1	\$1,000.001	0.00 NM	. 1	\$1,000.00
L. I	NOIN	03/20/1	2 (3)20/12	M-F Jeopardy	OW	000-7 pm	WII	.00	,	Ψ1,000.001	0,00 1410	`	Ψ1,000.00
	JEOPA		Paul Data	10to a ledave	O:= -4= /\ N = =  .	Data	Dating					l	
٧	<u>ठा</u> .Veek: 09	<u>rt Date</u> /24/12	End Date 09/30/12	<u>Weekdays</u> WTF	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0,00					İ	
			2 09/28/12		СМ	7-730pm	WTF	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
	WHEE	. OF FOF	RTLINE	M-F Wheel of Fo	rtune								
		art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	Veek: 09		09/30/12	WTF		\$1,000.00	0.00			#n== :	0.00.15		***
E 12	2 KSNV	09/26/1	2 09/28/12	FacetoFace/Rals		730-758pm	WTF	:30	1	\$800.001	0.00 NIV	1	\$800.00
	FACE	го ғасе	W/ JON R/		5.1 (d.0t01)								
1.		art Date	End Date	<u>Weekdays</u> WTF	Spots/Week		Rating 0.00						
	Veek: 09 3 KSNV		09/30/12 2 10/02/12		CM	\$800.00 11pm-1135p		:30	1	\$1,100.001	0,00 NN	1 1	\$1,200.00
_ ,						,						•	

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Ln Cl	h Start	End	Inventory Cod	e Break	Start/End	Time D	ays	Len S	pots	Rate	Pri	Rtg Type	e Spots	Amount
			M-F News 3 at I	±leven										
			M-F News 3 at I	Eleven										
NE	WS 3 NIGHT	SIDE												
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating								
Week	c: 09/26/12	10/02/12	MTWTF	1	\$1,100.00	0.00	)							
Sp <u>ot</u>	Ch Date Ra	ange <u>D</u>	escription	<u>Start</u>	/End Time			<u>Weekdays</u>	<u>Len</u>	<u>gth</u>	Rate	Rtg Type	<u> </u>	
1 K	SNV 09/26/1	2-10/02/12 N	I-F News 3 at Ele	ven 11pn	n-1135pm			MTWThF		:30 \$1,	200,00	NN 00.0	1	
E14 K	SNV 09/30/1	2 09/30/12		-	Sun 1135p	-1200a		5 :30	1	\$400.	001	0.00 NN	<i>I</i> 1	\$400.00
			Sports Night in	Las Vegas										
SP	ORTS NIGH	Γ												
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating								
Week	k: 09/24/12	09/30/12	S	1	\$400.00	0,00	)						J	
												Totals	15	\$10,250.00